
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor:	Stephen Mase	
Appln. No.:	10/644,651	Confirmation No.: 5444
Filing Date:	August 20, 2003	Examiner: Michael H. Goldman
Title:	Marketing System Based on Customer Preferences	Group Art Unit: 3688

AMENDMENT AND RESPONSE

Mail Stop **Amendment**
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

In response to the Office Action of August 24, 2009, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 5 of this paper.